

**IN THE SPECIFICATION:**

Please amend paragraph 0036, as set forth below:

**[0036]** Data and object carousels may also be applied to interactive environments, such as, by way of example, interactive television. Interactivity may be facilitated by, for example, an interactive session server 235 located at the head end (see FIG. 2) coupled via a return path or channel 245 to a run-time processing environment 255 located at the receiving end. The run-time processing environment 255, in conjunction with the interactive session server ~~255~~ 235, enables a viewer or user to respond to data received from a data carousel 300 and to send requests and/or commands back to the session server. Such an interactive environment may be useful for advertising and/or home shopping applications, as well as others.